

February 24, 2021
Workshop #1

Toward an
ACTION PLAN 2021-2025
COUNCIL
Of the
MUNICIPALITY of BROCKTON

COUNCIL/DEPT HEADS WORKSHOP # I A

February 24

PURPOSES

1. Introductions
2. To outline and discuss what a Strategic Action Plan is, why it is worth doing, what format it is likely to take, roles of consultant/staff/Council (see Powerpoint to be pre-circulated)
3. To outline and ensure agreement on Action Plan process (see Word document, to be pre-circulated)
4. To review the community goals and strategies in the 2013 Brockton Sustainable Strategic Plan, and to get Council/senior staff input on past experience, ongoing initiatives, and anticipated future opportunities and threats (see Powerpoint to be pre-circulated)

COUNCIL/DEPT HEADS WORKSHOP # I B

March 2

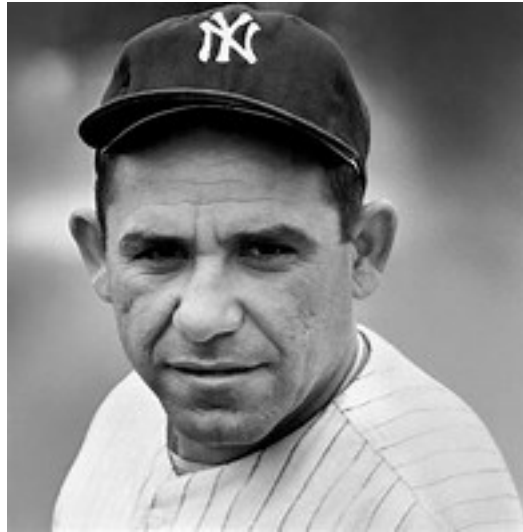
PURPOSES

1. To outline the proposed public survey processes, and to get Council/senior staff input on the limited series of questions on which you want public feedback via the surveys (see Powerpoint to be pre-circulated)
2. To outline the proposed focus group process



Bill Winegard

- **Early years with the Ministry of Municipal Affairs**
– Toronto, Waterloo, Sudbury
- **12 years as a municipal CAO**
-- Gravenhurst and Caledon
- **Municipal management consulting since 2003**
-- mostly small/mid-sized, beyond the GTA
- **Strategic planning with Councils and staff of 17 municipalities**
– such as Hanover, West Grey, Southgate, Centre Wellington, Mapleton, Lambton Shores, Penetanguishene
-- as well as Gravenhurst and Caledon
- **Addicted to sports analogies**



“If you don’t know where you’re going,
you might end up somewhere else”

Yogi Berra

Some Examples

Here are a few examples where I have worked with Council and staff toward their Strategic Action Plans:

Central Elgin

<https://www.centralelgin.org/en/index.aspx>

Centre Wellington

<https://www.centrewellington.ca/en/township-services/resources/Documents/Administration/CW-Strat.pdf>

Lambton Shores

<https://www.lambtonshores.ca/en/our-government/strategic-plan.aspx>